

**THE CLAIMS:**

1. (previously presented) A method of applying self adhesive labels (42) directly to a surface of a product container (16), said labels (42) in a single layer web (36) on which the labels are printed at spaced intervals, on a first surface, and the label boundaries are defined in the web by lines of cutting (40) passing through the web leaving the so defined labels (42) connected to the remainder of the web (36) by catch points (44), and wherein to remove the labels (42) the web is fed around a guide (32), of the same function and operation as the conventional beak of conventional applicator machinery for self adhesive labels carried on a release web, which causes the leading edge (42A) of each of said labels to protrude out of the plane of the web (36), said labels having a second surface opposing said first surface, said second surface having adhesive thereon, whereby the adhesive on said second surface opposing the first surface of the labels contacts and adheres said labels (42) to the product container and wherein the said protruding leading edge (42A) is moved directly into contact with said surface of the product container to which it is being applied, and adheres to the said product container surface prior to release of the said label from the web to form a means whereby the remainder of said label can be extracted from the web by the breaking of the catch points as the relative movement between the web and the product container causes the catch points joining the said label to the web to be broken and the release of the label from the web and the other labels defined on the web, and the remainder material comprises only that of the single web and the web is arranged with respect to the guide (32) such that the second surface of the label and the adhesive thereon faces away from the guide (32) and requires no change in condition to be performed on the label during movement from the web to being applied to the product container.

2. (original) A method according to claim 1, wherein the leading edge (42A) of each label (42) is sufficiently devoid of catch points (44) to ensure that it will reliably protrude from the web (36) when it first passes round the guide (32).

3. (canceled).

4. (canceled).

5. (previously presented) A method according to claim 1, wherein the adhesive is applied immediately before the web (36) passes round the guide (32).

6. (previously presented) A method according to claim 1 wherein the said first surface has printing disposed thereon, and has silicon applied to said first surface over said printing, to act as a release material.

7. (previously presented) A coil of a single layer web for use in the method according to claim 1, said web having a series of labels defined in a web (36) by cuts (40) leaving catch points (44) connecting the labels (42) to the remainder of the web (36) said web having a first surface to which printing and silicone are applied and a second, opposing surface to which adhesive is applied.

8. (previously presented) A method according to claim 2, wherein the labels (42) are of the self adhesive type.

9. (previously presented) A method according to claim 2, wherein there is a water application station to wet the adhesive to make it effective before application of the labels (42) to the containers (16).

10. (previously presented) A method according to claim 2, wherein the adhesive is applied immediately before the web (36) passes round the guide (32).

11. (previously presented) A method according to claim 1, wherein the adhesive is applied immediately before the web (36) passes round the guide (32).

12. (previously presented) A method according to claim 8, wherein the adhesive is applied immediately before the web (36) passes round the guide (32).

13. (previously presented) A coil of a single layer web for use in the method according to claim 2, said web having a series of labels defined in a web (36) by cuts (40) leaving catch points (44) connecting the labels (42) to the remainder of the web (36) said web having a first surface to which printing and silicone are applied and a second, opposing surface to which adhesive is applied.

14. (previously presented) A coil of a single layer web for use in the method according to claim 1, said web having a series of labels defined in a web (36) by cuts (40) leaving catch points (44) connecting the labels (42) to the remainder of the web (36) said web having a first surface to which printing and silicone are applied and a second, opposing surface to which adhesive is applied.

15. (previously presented) A coil of a single layer web for use in the method according to claim 6, said web having a series of labels defined in a web (36) by cuts (40) leaving catch points (44) connecting the labels (42) to the remainder of the web (36) said web having a first surface to which printing and silicone are applied and a second, opposing surface to which adhesive is applied.